



Customer Engagement
Customer Self Service

Digital Self Service

Deliver the experience customers want in just ten weeks.



Your customers want to do more online. Help them pay bills, get answers and find the right solutions fast. They'll be happier and you'll spend less on service.

Make self service personal and profitable.

Mobile apps. Simplified bill pay. Timely alerts. Consumers have high expectations when it comes to digital experiences, but only 58 percent are satisfied with today's online self service¹.

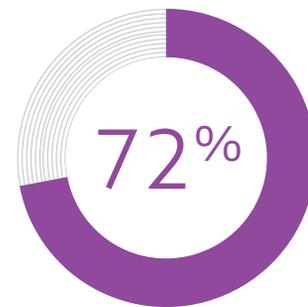
Imagine how your customers would respond if they could find more, do more and spend more. When you offer self service that treats each customer as an individual, you not only enhance web and mobile interactions. You increase satisfaction, retention and lifetime customer value.

We can help you make those connections, even when faced with complex, multi-product relationships. Discover how you can deliver more effective self service with a suite of ready-to-deploy capabilities.

Build a relevant experience 50 percent faster.

Quick and easy to deploy, Digital Self Service from Pitney Bowes makes it easier to engage customers on a one-to-one basis. Now you can deliver targeted, relevant content based on profiles, transaction history, and online behaviors in as little as ten weeks.

- Improve the customer experience with real-time data, analytics and document access
- Offer e-presentment, online bill-pay and mobile customer care
- Replace costly paper and call-center options with self service
- Minimize errors and eliminate manual processes
- Grow revenues with highly targeted online engagements
- Engage customers with interactive, personalized videos



of customers prefer getting answers online, but only half actually find the information they need.
—Forrester Research

¹ Understand Communication Channel Needs To Craft Your Customer Service Strategy, 2013, Forrester Research.



One utility reduced monthly call center costs by \$800,000.

Intelligence that reduces cost and grows revenue

Replace costly call-center activity with automated self service.

When customers can access the information and answers they need, call-center activity drops substantially. That means fewer calls, shorter wait times and increased satisfaction. Using sophisticated analytics and personalized interactive video, you can answer questions typically fielded by call-center agents regarding bills, payments, account profiles and passwords.

Empower customers to manage their own mobile and web experiences.

Your customers can tailor how they view, sort, and download their

account information. Comprehensive Electronic Bill Presentment and Payment capabilities (EBPP) include analytics, bill history, advanced payment, electronic funds transfers, and online account management.

Boost cross sell with precise, targeted offers.

Demonstrate how well you know your customers. Digital Self Service integrates data from various channels and platforms to inform every interaction. Screen prompts, invitations, information requests, offers and reminders are delivered automatically at key moments—even videos are personalized. With built-in analytics, you can easily identify whether your customers have previously accepted or declined invitations.

Plug in and delight your customers.

You've already invested a lot in technology, so you don't need another complex, expensive solution. With Pitney Bowes, you can integrate and deploy Digital Self Service with either SaaS or your existing customer relationship management (CRM) platform. In most cases, you can configure and launch your solution in as little as ten weeks. That's 50 percent faster than alternative approaches.

Data analytics: know your customers

No two customers are alike. Each has unique wants and needs. The ability to access profile, product, transaction, billing and behavior data provides a key understanding of their world. When you can incorporate these insights into your self-service experience, you can treat customers like real people, not faceless accounts.

Real-time scoring:

identify the best-next-action

The screen prompts, offers, notifications, videos and alerts your customers see will be updated in real time based on their prior interactions and the business rules you apply. Real-time scoring makes it easy to interject content that's highly personalized and highly actionable.

Omnichannel delivery:

reach customers when and where they choose

Customers expect a consistent, high-quality experience no matter how they interact with you. Digital Self Service supports web, mobile, call centers, video and Interactive Voice Response (IVR). Now you can support every channel with little or no extra coding.

Interactive video: provide a human touch without the cost

Videos inform, entertain and engage, and consumers view more of them every year. Your videos will do even more. They'll address customers by name, reflect individual profiles and respond to precise customer needs. Use this compelling channel to reduce call volumes, share information, drive renewals and increase sales.

Synchronized offers:

sell more to existing customers

You have to put every interaction in context. Is the customer happy? busy? dealing with a problem? Digital Self Service takes context into account and helps you identify the best offer for each customer at a particular moment. Now you can connect outbound direct marketing campaigns with inbound interactions to increase satisfaction and revenue.

Robust capabilities:

make it easy to manage accounts

When customers can view and pay bills online, service costs decline dramatically. Your bills need to be accurate and customers should be able to take care of business quickly and easily. With comprehensive electronic bill-presentment and payment options, your customers can:

- view their bill activities on web or mobile devices.
- sort, filter and download PDF statements and forms.
- view their billing history and create recurring payments.
- enable credit card and Automated Clearing House (ACH) payments.
- request bill adjustments.

A major telecom operator now provides an industry-leading experience, and has reduced Days Sales Outstanding (DSO) by over \$1M per month.



These capabilities save time for your customers, and they reduce the strain on your call center. Your co-workers will especially appreciate how they can customize reporting, a benefit that eliminates manual work-arounds.

The experience customers want is within your reach.

Accurate information. Relevant content. Consistent experiences. This is what your customers will remember about you when you choose Pitney Bowes.

Digital Self Service can help you achieve more with your current technologies and platforms. The feature-rich and highly personalized user experience intuitively gauges customer needs, helping you improve loyalty and satisfaction. Sophisticated analytics automatically prompt customers toward an action that fits their needs.

In a matter of weeks, you can deploy self-service experiences that reduce costs, focus call center activity and increase customer lifetime value. Call us today. We would be happy to demonstrate these capabilities and the ROI you can expect.

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